

**ABSTRACT OF THE DISCLOSURE:**

An automated print order system for institutional business cards and stationery products generally comprises a requestor interface for entry of a distributed user's print order and a processor interface for fulfillment of the user's print order. The requestor interface is adapted to enable the user to select a company tailored product according to a predeterminable profile and the processor interface is adapted to directly generate a pre-press product automatically incorporating the predeterminable profile into the tailored product. The pre-press product of the preferred embodiment of the present invention comprises a direct-to-plate command set or a printing plate generated therefrom.